

**Addendum A to Agency IT Plan, Fiscal Year 2012-2017**  
**State of Montana, Department of Commerce**  
**v. 1 10/2/2012**

1. This Addendum modifies and supplements the publication titled 'State of Montana, Department of Commerce, Agency IT Plan, Fiscal Year 2012-2012.
2. It is the first Addendum, submitted for review and approval October 2, 2012.
3. These changes are project or work additions that were not know at the time the original report was prepared.
4. These changes are additions to 'Section 4 – Agency IT Plan – Goals & Objectives'.

**ITO 1-20**      Montana Film Office (MPD) - Montanafilm.com Website Redesign

**Objective business requirements or problem:** Montana Film Office, will redesign their current website, <http://montanafilm.com> making it more interactive for the film industry. The redesign will incorporate a Content Management System, mobile/responsive design, interactive mapping functionality and a blog. The redesign will also interface with and display content from Reel Scout, the Film Office's photo location database.

**Benefits:** The redesign will allow filmmakers to navigate the site more efficiently and quickly access content through the reorganization of site components and reduce the amount of time MFO staff spends updating the site. It also incorporates social media to engage the film industry, providing more reasons and opportunities for productions to utilize Montana as a film location. Finally, with the rapidly increasing usage of mobile technologies, the site will be smart phone and mobile friendly.

**Risks:** The film industry is very mobile-centric already. If the Montana Film Office does not offer web content in a mobile friendly/responsive formats, then productions could move to other states.

**Critical success factors:** A responsive design is achieved, allowing the film industry to search for locations and learn about incentives and programs that the Montana Film Office offers.

Est. Cost: \$28,000      Timeframe: FY13      EPP/Budget Ref: Base

**ITO 1-21**      Montana Office of Tourism (MPD) - Consumer-facing Web Sites Redesign

**Objective business requirements or problem:** The Montana Office of Tourism will redesign and integrate their current websites, visitmt.com, wintermt.com, skimt.com and others with the goal of optimizing content for the mobile platforms and simplifying the site organization by growing the design and architecture of the desktop site from the mobile version of the site. The redesign will incorporate a Content Management System, mobile/responsive design, interactive mapping functionality as well as social media elements such as ratings and reviews and blogging.

**Benefits:** The redesign will allow Montana's consumers, (i.e. tourists, both potential and in-market,) to navigate the site more efficiently and quickly access content through the reorganization of site. It also incorporates route & travel planning via interactive mapping to facilitate Montana vacation decisions. The redesign also leverages social media technologies to engage the consumers, providing more reasons and opportunities for tourists to choose Montana as a vacation destination. Finally, with the rapidly increasing usage of mobile technologies, the site will ultimately be a completely responsive site, eliminating the need to keep a separate mobile and desktop site.

**Risks:** Travel consumers, including the target markets that Montana Office of Tourism advertises to, are increasingly using mobile web to plan and facilitate their travel, including in-destination travel planning. If

the Montana Office of Tourism does not leverage our web content in mobile friendly/responsive formats, then Montana businesses will suffer and consumers will choose other destinations.

**Critical success factors:** A responsive design is achieved, and interactive mapping for route planning is implemented..

Est. Cost: Unknown      Timeframe: FY13      EPP/Budget Ref: Base

#### **ITO 1-22**      Montana Office of Tourism (MPD) - Rest Area Interactive Touch Screen Kiosks

**Objective business requirements or problem:** The Montana Office of Tourism and Montana Department of Transportation are collaborating on interactive touch screen kiosks to be deployed at new rest areas in the state. The kiosks will be deployed using 21” touch screen monitors, Windows platform computers and a satellite internet connection. They will display travel/tourism information, and road condition/construction reports, leveraging existing web content on MTOT and MDT websites.

**Benefits:** These kiosks will allow travelers to access current road conditions and travel information – this is particularly helpful for residents and out of state travelers without access to the mobile web in gaining access to timely information.

**Risks:** Vandalization of kiosks, dissolution of partnership with MDT, troubleshooting the computers and software remotely.

**Critical success factors:** An easy to maintain kiosk system is implemented that allows the public to access road, travel and recreation information at designated public rest areas.

Est. Cost: Unknown      Timeframe: FY13      EPP/Budget Ref: Base